

Digital Media and Communications Contract Bids

RFP 2023-001

The Newberg School District is accepting bids for a Digital Media and Communications Contract from October 1, 2022 to June 30, 2023. Bids will be accepted until 3:00 P.M. on September 6, 2022.

The Newberg School District is seeking a Personal Services Contract to perform the following Digital Media and Communications services:

- A. Social media communications creation and management. Maintain and grow the Newberg School District Facebook and Twitter accounts, with measurable growth. Create Newberg School District Instagram and Tik Tok account and show measurable growth.
- B. Maintain District Website with updates as needed
- C. Maintain Communication and outreach with staff, community and media.
- D. Direct and create videos for public distribution.
- E. Create, design and copy district newsletters for distribution.
- F. Create, design, copy and distribute press releases and community announcements.
- G. Create and maintain various school campaigns that focus on education, unity, and positive messages which reflect the Districts Mission and Goals. Create all necessary materials to promote campaigns including social media content, signs, banners, newsletters and email content for distribution.
- H. Facilitate opportunities for employees representing the Newberg School District to interact with Newberg community members in a positive way, including online and in-person.
- I. Miscellaneous digital content creation that focuses on education, community relations, and positive growth of the Newberg School District.
- J. Ability to provide graphic and web design and a knowledge of brand creation and development.

All submissions must include evidence of Error and Omissions insurance which lists the contractor and limits to the policy. The selected contract will be required to maintain Error and Omissions insurance for the duration of the contract. Bids and/or questions regarding this bid can be directed to Tabitha Renne at 503-554-5041 or rennet@newberg.k12.or.us. Bids close at 3:00 P.M. on September 6, 2022.